**About me**

My name is Alanna and I’m currently an Interaction Designer. I have worked in the industry for 12 years and have an eclectic wealth of experience. I started out in motion design over 10 years ago where I developed a keen eye for detail, and I am well versed in colour theory, typography, composition, imagery and perfected a broad range of animation principles. For the past few years, I have combined this artistic skill with UX. I enjoy this combination of motion and UX as I have the freedom to ideate while using methodology, research and data to back up my work. To list my technical skills, I have a high level of proficiency in After Effects, Figma, Photoshop, Illustrator and Cinema 4D.

Currently I work at Entain as an Interaction Designer, where I am a part of a team pushing a greenfield application to MVP. The project is a large-scale comprehensive project, and I collaborate within an agile, cross-functional team of UX Researchers, stakeholders, UI and UX Designers, BA’s and Software Engineers to follow a project from conception to a high standard of finish. Broadly, my role involves balancing complex challenges by prototyping, engaging and intuitive product solutions and tying these animations into the brand guidelines to create a cohesive experience.

Thank you for taking the time to look at my work

Alanna

**Entain**

Interaction Designer

May 2022 – Present

Skills: AE, PS, FIGMA

Working within the gaming team for poker, I am responsible for creating a satisfying dialogue between users and product. I craft animated game experiences to create a flow between visual, spatial and temporal elements. I use a combination of After Effects and Figma to communicate correct implementation and define parameters to help developers interpret my designs. My designs are backed up by research where I have designed A/B tests to methodically iterate. I have also used a combination of After Effects, Illustrator, Cinema 4D and Photoshop to create and export UI assets and ship these to developers. Some examples of day to day would be creating micro animations, adding motion to UX assets, interactions and buttons, and loading screens.

**Substance Global**

Senior Designer

Dec 2020 – May 2022

Skills: AE, PS, AI

As a senior here I had been given more agency to craft branding concepts and social media campaigns. I work on a variety of online formats across many social media platforms. Day to day, I design, brand, ideate and direct social media campaigns both for static social media posts, animation and a range of other social and digital formats as well as mentor junior members of the team towards professional development. Having obtained a master’s degree grounded my industry practice with theoretical and academic underpinning where I was able to offer knowledge to the middleweight and junior members of the team to help propel them in their career.

**Sky Creative**

Mid Motion Designer

Nov 2018 – Dec 2020

Skills: AE, PS, C4D

Working in the promos team, I was responsible for creating campaigns and motion graphics to promote upcoming movies featuring on Sky Cinema. The promos run on most Sky channels, across social media platforms, the UI (EPG) and other forms of media. I have also designed motion graphics for content spanning across most Sky channels and products. As well as 360 campaigns reaching OOH, DOOH, o2 screens and other environmental graphics. Here I developed an in-depth understanding of large organisation workflow and hierarchy.

 **Freelance**

Mid Motion Designer

Jul 2018 – Nov 2018

Skills: AE, PS, C4D, AI

Here I mainly worked for the BBC Creative working on content for upcoming shows. I also worked at Sky Creative in the brand and promos design team usually for longer form projects and campaigns. Working at a pace across several projects in various places was the greatest challenge.

**Reci.pe advertising agency**

Mid Motion Designer

2016– 2018

Skills: AE, PS, AI, C4D, Octane

Here I was a motion designer in an advertising agency. We created TVC adverts, social media creative, online, digital creatives, targeted real-time advertising, OOH, DOOH. I was also involved in graphic concepts helping producers with creatives and writing.

**Various design Jobs**

2012– 2016

Skills: AE, PS, AI, ID

During this period, I experimented in a variety of roles including, creative writing, subediting, editorial design, retouching, and print design.

**Education**

Master’s University of the Arts (LCC) Graphic Branding and Identity Merit

Bachelors University of Westminster Graphic Information Design (HCI) 1st

**Skills**

Concept creation | Motion | Animation | 3D modelling | UX | IxD | UI | Interaction | Composition | Typography | Rendering | Compositing | Editing | Colour theory | Octane | Content | Research | A/B

After Effects | Illustrator | Photoshop | Figma | Cinema 4D | InDesign | Lottie | Bodymovin | Flows

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